

SECURING, RETAINING, AND EXPANDING RELATIONSHIPS WITH YOUR CLIENTS

MCLE Live Webcast Seminar TX MCLE # 901182297 / Arkansas SKL31397

Attracting new clients and retaining existing clients is more difficult than ever. This webcast will provide proven methods to ethically and professionally build your practice.

- Develop a plan that is tailored to your individual practice and your client's needs
- Use your unique talents to better serve your clients
- Enhance your professional image with clients
- Answer the critical questions clients want to know: "What differentiates you from other attorneys? How can you help me?"
- Develop skills for building trust with clients



Cordell Parvin shares 37 years of experience in building successful law practices, building enduring client relationships, and establishing a respected professional reputation. His passion is working with lawyers at every stage of their career to help them break out of their routine, actively pursue the most satisfying career, and increase their value to clients. Cordell coaches attorneys and conducts workshops around the country for law firms of every size.

Agenda

Day 1: Build Your Plan

Zero in on the skills it takes to build a successful law practice that stands the test of time. Whether you're just starting out or are a seasoned veteran, this seminar will give effective techniques to meet client needs.

Day 2: Build Your Profile

How you conduct your business is only one-half of the equation. How you are perceived is equally important, but often overlooked. Learn effective tools to skillfully develop your professional reputation, develop your niche, and become the "go-to" lawyer in your field of practice.

Day 3: Build Your Relationships

Successful careers are built with attention to client development and skillful relationship building. This interactive seminar will highlight the client-mind-set, and how you can build strong professional connections that become a healthy foundation for a long-term successful business relationship with clients.

Approved for MCLE credit by the State Bar of Texas Committee on MCLE for 3.0 credit hrs, of which .5 will apply to legal ethics/professional responsibility credit

**To register: Phone: Joyce (214-866-0550) or
Email: Jflo@cordellparvin.com**

Only \$149

Webcast instructions will be emailed upon receipt of payment.

Session 1: Build Your Plan

Oct. 6, Nov. 10 12:00 - 1:00 pm (CST)

1.0 hrs
MCLE

- Create a Plan: The Who-What-When and Why of Professionalism
- Use Tools: Effective techniques to meet client needs
- Execute the Plan: Serving clients at every career level

Session 2: Build Your Profile

Oct. 7, Nov. 11 12:00 - 1:00 pm (CST)

1.0 hrs
MCLE

Session 2: Build Your Profile

- It's in the Details: Professionalism v. Perception of Professionalism
- The "Go To" lawyer: Combine quality and integrity
- Client Satisfaction: Develop a niche
- Reputation Tools: Website - Biography - Writing - Speaking

Session 3: Build Your Relationships

Oct. 8, Nov. 12 12:00 - 1:00 pm (CST)

1.0 hrs
MCLE
5 ethics

- Focus: The power of contact focus
- Excellence in Service: Understanding and meeting client expectations.
- Ethical Communication: Developing professional rapport through active listening. Ask good questions and actively listen to clients.
- Building Trust: The next level of relationships.

Registration Form

Securing, Retaining and Expanding Relationships with Your Clients

November 10, 11, 12, 2009

(12:00 pm – 1:00 pm CST each day)

To register: phone - Joyce (214-866-0550)

email jflo@cordellparvin.com with information requested below

OR: provide complete information for each registrant in the form below. Please use separate form or copies for each registrant

(Please Print)

Name _____ Bar No. _____

Firm _____

Address _____

City, St, Zip _____

Phone _____

E-mail _____

Payment: Please enclose check made out to Cordell Parvin LLC in the amount of \$149 for each participant.

Mail to: Cordell Parvin LLC
17300 Preston Road, Suite 310
Dallas, TX 75252

If registering before October 30, 2009 please indicate which book you would like complimentary.

_____ Say Ciao to Chow Mein

_____ Rising Star: The Making of a Rainmaker

_____ Prepare to Win: A Lawyer's Guide to Rainmaking, Career Success and Life Fulfillment